

Townsville Fire vs Perth Lynx

DATE: Tuesday, January 20, 2026
LOCATION: Mount Claremont, Western Australia, AU

Event Description

Townsville Fire vs Perth Lynx is a premier sports event in Mount Claremont. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 61/100

Expected Attendance: 3,651 people

Event ID: 6WVK6yaQ6UobJp348k

Hotel Demand Indicators

ADR Impact Index: 6.7x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,460 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.
